



Sponsorship & Branding.

The Adrenaline Dispensary.

We hold the key to innovative marketing.

The Airbag is an amazing visual tool - it can be seen from the air, or from the back of a huge crowd. It dominates event arenas and is a major media magnet.

If the general public are your target demographic, then let us take your brand to the masses with Airbag NZ 'freedrop' sessions:

Fact: Freedropping is the latest sport taking the event world by storm and we are the only company in New Zealand offering it to the public.

Fact: It's so appealing to the public it's ridiculous. From the moment the Airbag opens with our trained crew, the queues just don't stop. Comments from public freedroppers after their first jumps say it all: 'It's like bungy jumping without the rope!' and 'oh my god the rush I got was like skydiving!'. All this for a fraction of the price - we charge users \$15 for 3 jumps. Or you can pay our Fully Comp Rate and make it free....

The WOW Factor.

Let's team up and take the most accessible adrenaline sport available to the masses. You reap the reward of brand association by custom printing our equipment with your own branding. Feed off the exposure from the hype each event will bring and take ownership of New Zealand's portable Adrenaline Dispensary.

Imagine Big Day Out as seen from 10m up - at the top of a scissorlift. Your logo is in the centre of The Airbag, 6.5m below you, dominating the scene. The crowd goes wild. Then you jump.....

Be the Brand that gives the crowd a slice of the same pie they came to watch their hero's eat. Now when people go to watch adrenaline sports, we can offer them a taste of that pure adrenaline too. No prior experience or specialist equipment is required to freedrop.

It's the extreme sport that everyone can do.

An Airbag Tour.

Whether you want local or national, we can help you target existing events that profile your demographic, or help organise stand alone Airbag sessions in major venues and cities. Print, Television and Radio media will all be drawn to this visual spectacular, maximising your marketing.

With our **Four Season Versatility** you could have a summer tour involving the biggest music festivals of the season and then a winter tour taking in the highest profile events in the international snow calendar. You can mix it up from event to event between freedrop, bike and snow set ups.

Our Team have a history in **Event Management** and can help create the tour to your specs, handle logistics, operations and promote each event through our channels. You just sign a cheque, sit back and enjoy the exposure!

Extreme Sports Specialists.

Extreme sports have long been a drawcard for the public - whether its heading out to watch some carnage at a downtown snow, skate or bike jam or watching freeclimbers testing their mettle at an Adventure Expo. The Airbag can compliment these events in many ways. Here are just a few options:

- The Airbag is ideal as part of the practise setup for riders before a competition - they can try new tricks safely before they try them in the comp. At Farm Jam 2011 we saw BMX and MTB riders learn new tricks on the Airbag on training day and then land them in their runs, raising the level of the comp. A higher level comp means greater exposure for the event.
- It can be used as a safety net for a normally 'too gnarly' set-up. For example, underneath a high flyer rail in an urban snow event, or under a cliff overhang for free climbing.
- Used as an alternative to a full snow set up for a downtown winter Big Air event - you don't need nearly as much snow if The Airbag is the landing.
- Offering 'freedropping' to the public who have come to watch an extreme event, so they can have a slice of adrenaline too.
- You choose! If you have an idea of how The Airbag could work for you get in touch. We love new ideas.

Sponsorship & Branding cont...



“A Giant, Inflatable, Interactive Billboard”

BRANDING OPPORTUNITIES

Option 1 - Basic. Brand the Arena

The simplest and most cost effective way of branding an Airbag Event is to erect banners around the facility. During operations we fence off the arena, allowing users to dismount safely. Banners in this area are very visual for both spectators and media.

- A special long banner or banner fence can be used
- Standard vinyl banners and Teardrop flags can be used, erected around the facility.
- You can give your product samples to Airbag users



Option 2 – Superior. Brand The Airbag

Brand our Airbag topsheet with your Logo. Our existing topsheets can be signwritten:

- On the top of The Airbag, where people will land.
- Alongside our logo on the side of The Airbag.

Option 3 – Premium. Dominate TheAirbag

Take ownership of the whole setup by:

- Manufacturing an entire new topsheet with your choice of colour and logo.
- Providing arena branding and signage.
- Re-branding or co-branding of The Airbag Truck (F150)
- Using Branded Participant Bibs
- Giving your product samples to Airbag users.



Reciprocal Agreement Branding

The Airbag NZ is often in the eye of media due to the nature of our operations. We're happy to talk about sponsorship opportunities for your company through a brand ambassador or test programme. Last winter season saw Groovstar NZ Outerwear, local Wanaka brand CHOP Apparel and KIPOR Generators came on board. We branded up our truck with their logos and used their gear at every setup. An easy partnership which gave them basic exposure wherever we went.



AirBag.net (UK) at the LG London Freeze, Battersea Power Station 2008

